

ABSTRACT OF THE DISCLOSURE

The invention is a front-end brokerage service application, in a format, such as a java or direct X applets, embedded code or other internet applications, that can be imbedded into third party web page, HTML or other rich media enabled e-mail, web enabled desktop applications or other forms of rich media which allow internet communication, *i.e.*, a document in any format which can be read in a web browser. The application communicates through the third party's server to a broker/dealer which provides trading transaction support and streaming real time and delayed financial data feeds. A middleware layer provides a transaction routing from the front end application to an appropriate transaction system. As an alternative to a web page, the application may be embedded in a HTML or other rich media enabled e-mail or in a program, such as a personal finance and spread sheet, which provides for interaction with the internet. In each case, the present invention merely acts as a conduit between the trader and the dealer/broker. It does not make any trades itself nor preform any matching between buyers and sellers to make the trade.